			ISSUE_			anuary 1978
MAGAZINE	CYCLE	 ,	TOTAL	CIG.	ADS_	4
		 	TOTAL	PAGI	ES	144

PHILIP MORRIS ADS	MIN SEP		SIZE IF NOT P-4	REMARKS
Marlboro #56l pg. 4	7			Opp: Table of Contents". Stapled card.
		Kool Super Lights #103 pg. 14		
		Real #138 pg. 27		
		Winston Lights #123 3C		
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MAGAZINE	CYC	LE	TOTAL	PAGES	14	8
PHILIP MORRIS	MIN.	· · · · · · · · · · · · · · · · · · ·	IVE —	SIZE IF		
ADS	SEP.		-		<u>REN</u>	4ARKS
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					Goodyear a	
erlboro #559 pg. 1	16	,			Stapled ca.	rd
		Kool #385 pg. 20				
	1	ROO1 #389 pg. 20	<del>-</del> /	- 1 -		· · · · · · · · · · · · · · · · · · ·
				P-4 & Stapled		
		Real #140 pg. 80	<u> </u>	card.		<del></del>
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		Winston Lights #123 p	ng 120			
	+	WINSTON LIGHTS #123 F	9. 120			
		Camel #245 3C	V		<u> </u>	
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			VE SIZE IF	
ADS	SEP.	A DS	NOT P-	4 REMARKS
			/	0nn. D 4 ad
Marlboro #570 pg. 1	31			Opp: P-4 ad.
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	Camei	l #246 pg. 33	<del></del>	
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	Winst	ton #345 pg. 86 🗸		
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	Saler	n #338 3C 🗸		
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MAGAZINE TOTAL CIG. ADS 5 TOTAL PAGES 184  PHILIP MORRIS MIN. COMPETITIVE SIZE IV ADS SEP. ADS NOT P-4 REMARKS  Marlbozo \$579 mg. 1 30 Opp: P-4 ad.  Rool Super Lights Longs \$192  Camel \$249 mg. 76  Salem \$335 pg. 126  Winston \$341 3C			IS	SUE	April 1978
PHILIP MORRIS ADS SEP, ADS NOT P-4 REMARKS  Mariboro #579 pg, 1  50  Camel #248 pg, 76  Winston #341 3C  Winston #341 3C	MAGAZINE		OVCI E	OTAL CIG. AD	)S5
PHILIP MORRIS ADS SEP. ADS NOT P-4 REMARKS  Marlboro #579 pg. 1  50  Camel #248 pg. 76  Salem #335 pg. 126  Winston #341 3C			T	DTAL PAGES_	184
PHILIP MORRIS ADS SEP. ADS NOT P-4 REMARKS  Marlboro #579 pg. 1  50  Camel #248 pg. 76  Salem #335 pg. 126  Winston #341 3C					
ADS SEP. ADS NOT P-4 REMARKS  Marlboro #579 bg. 1 50					
Marlhoro #579 pg. 1 50		MIN	COMPETITIVE	SIZE IF	
Pg. 52 Kool Super Lights Longs #1Q1  Camel #248 pg. 76  Salem #335 pg. 126  Winston #341 3C	ADS	SEF	A DS	NOT P-4	REMARKS
Pg. 52		-			
Pg. 52					
Pg. 52		50		<del></del>	Opp: P-4 aa.
Kool Super Lights Longs #191   Camel #248 pg. 76     Salem #335 pg. 126     Winston #341 3C	•		pa. 5	52	
Camel #248 pg. 76  Salem #335 pg. 126  Winston #341 3C					
Salem #335 pg. 126  Winston #341 3C			/		
Salem #335 pg. 126  Winston #341 3C	·		/		·
Winston #341 3C			(Camel #248 pg. 76 /	<u>′</u>	7/4
Winston #341 3C					
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		C1111	TOTAL PAGES	174
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PHILIP MORRIS	MIN	. COMPETITIVI	E SIZE IF	
ADS	SEP		NOT P-	4 REMARKS
	1	. 11 <u>DG</u>	1,01,1	TE.MARKS
Marlboro #584 pg. 17	26			Opp: "Pipeline".
Maribolo #584 pg. 17	120			opp. Tipeline .
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		Kool #386 pg. 44		
	1		/ P-4 Plus	
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<u> </u>	1	Winston Lights #124 3C	<b>✓</b>	<u> </u>
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MAGAZINE	CYCL		TAL CIG. AD	S4
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PHILIP MORRIS	MIN.	COMPETITIVE	SIZE IF	
ADS	SEP.	A DS	NOT P-4	REMARKS
			į ,	
·	S	alem #340 pg. 17		
				Opp: "The Duct
				Tapes-Falls I Have
Marlboro #582 pg. 29	11			Took & Observed".
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	1 ,	ool Super Lights #108 pg.	42	
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		ame1 #250 3C		
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MAGAZINE	CYCLE				DS 4	
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PHILIP MORRIS ADS	MIN SEP		E	SIZE IF	REM.	Δρκς
7100		. ADS		TNO1 F-	. ALIVI	aturo .
		Real #142 pg. 13				. <i>,</i>
Marlboro #581 pg. 25	9				OPP: "News	
		Winston Lights #132	pq.95		<u> </u>	<del></del>
		Camel #245 3C			;   	•
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MAGAZINE	CYCLE	TOTAL PAGE	ADS 6
PHILIP MORRIS	MIN. COMPETI		
ADS	SEP. A DS	NOT I	P-4 REMARKS
	Real #143 pg. 18-	19 SP	
			OPP: Suzuki
Marlboro #596 pg. 37	17		GS750EC."
	Kool #383 pg. 68-	69 SP	
_	Winston Lights #1	31 pg. 103	
	Maribeon days of "	F3	
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	Camel #252 pg. 10	9	
	Salem Lights #117	3C	
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MAGAZINE	CYCLE	TOTAL CIG	. ADS	5	
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PHILIP MORRIS	MIN	. COMPETITIVE	SIZE IF	
ADS	SEP		NOT P-4	REMARKS -
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		pg. 14-15	GD.	•
		Kool Super Lights #113	SP	
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		Real #150 pg. 23		
		11002 11200 251		· · · · · · · · · · · · · · · · · · ·
				OPP: "Black
Marlboro #593 pg. 49	25			Magic."
<u> </u>	- <del> </del>	Winston Lights #131 pg.109	; 	
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		Salem Lights #119 3C		
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MAGAZINE	CYCLE		TOTAL CIG. AI TOTAL PAGES	
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PHILIP MORRIS	MIN.	COMPETITIVE	E SIZE IF	
A DS	SEP.	A DS	NOT P-	
Marlboro #604 pg. 18	25			OPP: "Newsline."
	TZ 0 0 1	#300 mm 42		
	KOOL	#399 pg. 43		
		✓		
	Real	Menthol #101 pg.	. 79	
	Camel	L #253 3C		
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MAGAZINECYC	LE	TOTAL CIG.	ADS <u>6</u>
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PHILIP MORRIS	MIN. COMPI	ETITIVE SĮZE I	·
ADS	SEP. A	DS NOT F	
	Salem Lights #	124 pg. 4 '	
Maralla area #610 74	9		ODD: UNIIdea U
Marlboro #610 pg. 14	1 9		OPP: "Newsline."
		<b>V</b>	
	Winston Lights	#139 pg, 59	
		/	
	Salem #348 pg.	75 <b>V</b>	
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	Real #148 pg.	91 /	
•	Camel #252 3C		•
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			TOTA I	. PAGES_	162	
PHILIP MORRIS ADS	MIN SEP		/E	SIZE IF NOT P-4	REMARKS	
· · · · · · · · · · · · · · · · · · ·		Winston Lights #139	pg. 19			
Marlboro #621 pg. 43	23		/		OPP: "The Bumble bee Special."	
		Salem #349 3C		_		
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